

DATE: 05/02/2012

TO: City Clerk

FROM: Representative Steve Ortega, District 7

ADDRESS: Two Civic Center Pl., 10<sup>th</sup> floor TELEPHONE (915) 541-4124

Please place the following item on the (Check one): CONSENT XXX REGULAR       

Agenda for the Council Meeting of May 8, 2012

Appointment of Anthony A. Giuliani to the Ethics Review Commission by Representative Steve

Item should read as follows: Ortega, District 7.

**BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM**

NAME OF BOARD/COMMITTEE/COMMISSION: Ethics Review Commission

NOMINATED BY: Representative Steve Ortega DISTRICT: 7

NAME OF APPOINTEE Anthony A. Giuliani  
(Please verify correct spelling of name)

E-MAIL ADDRESS:       

BUSINESS ADDRESS:       

CITY:        ST:        ZIP:        PHONE:       

HOME ADDRESS:       

CITY: El Paso ST: TX ZIP:        PHONE:       

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES:        NO X

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:       

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Alexander V. Neill

EXPIRATION DATE OF INCUMBENT: 02/20/2012

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X  
RESIGNED         
REMOVED       

DATE OF APPOINTMENT: 05/08/2012

TERM BEGINS ON : 02/21/2012

EXPIRATION DATE OF NEW APPOINTEE: 02/20/2014

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: X

2<sup>nd</sup> TERM:       

UNEXPIRED TERM:

# Anthony A. Giuliani, Esq.

## CAREER SUMMARY

An accomplished professional and licensed member of the Florida Bar with professional experiences that include entrepreneurship, international business, early-stage start-up companies, business development, and legal experience. Highly skilled in implementing and executing new business strategies, managing a team, working with diverse team members, understanding legal issues, and conceiving innovative ideas. A self-directed leader and visionary who incorporates knowledge of business, law, and life experiences into each job task.

## PROFESSIONAL EXPERIENCE

### **Sigma Solutions**

El Paso, Texas

#### Account Executive

1/15-Present

Sigma specializes in IT Advanced Infrastructure solutions while advising, implementing and maintaining enterprise data centers. Using the combination of products from leading manufacturers, Sigma's professional service organization and certified engineers offer the expertise of a large firm with the agility and cost-benefit of a mid-sized firm. Responsibilities include consulting with clients on technology issues, working with engineering teams in creating integrated solutions that address complex problems, and providing high level customer satisfaction and own overall accountability for business growth within account base.

### **Innovate El Paso**

El Paso, Texas

#### Project Consultant

7/11-Present

Innovate El Paso helps entrepreneurs with innovative ideas bring their inventions, solutions, and products to market. Innovate El Paso provides intellectual property education and consultation, patent searches and analyses, access to local patent attorneys and design specialists, business plan assessment and screening, access to funding, licensing and commercialization strategies, technology development and complete in-depth due diligence services. Responsibilities include assisting local businesses with creating strategic business plans, developing strategies with technology companies to bring products to market, implementing consulting fee based program to create new revenue stream, conducting patent searches, attending board meetings, and providing general assistance on an as-needed basis. Volunteered on a full-time basis until December 2011.

### **TixMixer**

Chicago, Illinois

#### CEO & Co-Founder

6/10-7/11

CEO and Co-Founder duties in a technology and Internet start-up social events website with complete ticket, payment, and social media integration. Conceived, organized, planned, created, and developed TixMixer's business model and platform. Partnered with and managed world class development team Atama Group ([www.atamagroup.com](http://www.atamagroup.com)) for TixMixer's technology development, rapid prototyping, iterations, and lean operations. Established strategic partnerships with businesses. Recruited event planners and hosts to serve as TixMixer representatives in multiple cities nationwide. Additional responsibilities included creating business plans, developing business strategies, ensuring legal compliance, contacting potential investors to secure funding, delivering investment presentations, creating multiple revenue streams, implementing social media campaigns, building relationships with sponsors, and generating new business.

#### Accomplishments:

- Created, developed, and launched successful Internet Start-up Company on time and under budget.
- Established and maintained virtual workforce of event writers, graphic designers, e-mail marketers, database builders, and social media experts.
- Company featured on Crain's "New in Chicago."
- Conceived, created, marketed, and managed first TixMixer event which sold out and generated first \$1K+ in revenue.
- Executed event with over 100 attendees and secure \$2,500 event sponsorship fee.

- Conceived and implemented innovative sales process which included complex integration with Yelp.com to capture information on tens of thousands of venues in US and contacted them to initiate sales dialogue.
- Initiated and developed relationships with high-level potential investors.
- Led direct communications with Mark Cuban about TixMixer investment and completed 100+ page due diligence response for his team's due diligence request.

## **MCS**

Champaign, IL and Chicago, IL

### Managing Director

06/02-07/04, 09/08-01/11

Promoted to Managing Director position within company focused on medical billing, collections, and insurance reimbursement claims. Primarily responsibilities included generating new business, reducing company costs, making personnel decisions, and developing client relations. Generated new revenue by creating formal sales department. Improved company's decision-making process, discipline, and accountability standards. Conducted employee reviews and provided direction for employees' work. Interviewed job candidates and hired personnel. Performed disciplinary and corrective action procedures. Managed sales operations. Negotiated contracts with new clients.

### Accomplishments:

- Established performance guidelines and identified key metrics to evaluate results.
- Created employee review evaluation program which increased employee morale and improved bottom line.
- Saved company over \$50K by providing direction on how to handle lawsuit in most cost effective way.
- Delivered company presentations in front of audiences of up to 100 people.
- Decreased staff turnover and reduced cost by implementing improved hiring procedures.
- Reduced clients' legal liability by researching worker's compensation billing laws and providing compliance education training.

## **Seoul Metropolitan Office of Education**

Seoul, South Korea

### English Teacher

2007-2008

Completed one-year English teaching position with over 500 Korean students and 25 Korean co-workers.

## **Bray and Lunsford, P.A.**

Jacksonville, Florida

### Legal Assistant

2006-2007

## **Tassone and Eler, P.A.**

Jacksonville, Florida

### Law Clerk

Summer Position 2005

## **EDUCATION**

### **Florida Coastal School of Law**

Jacksonville, Florida

#### *Juris Doctor*

May 2007

- Book Award: Torts I
- Founder and President of Italian-American Society
- Governor's Scholarship Recipient

### **Illinois State University**

Normal, Illinois

#### *Bachelor of Science*

May 2003

- International Business Study Abroad: Queretaro, Mexico
- Major: Marketing, Minor: Economics
- Academics Chairman (elected position), Delta Sigma Phi